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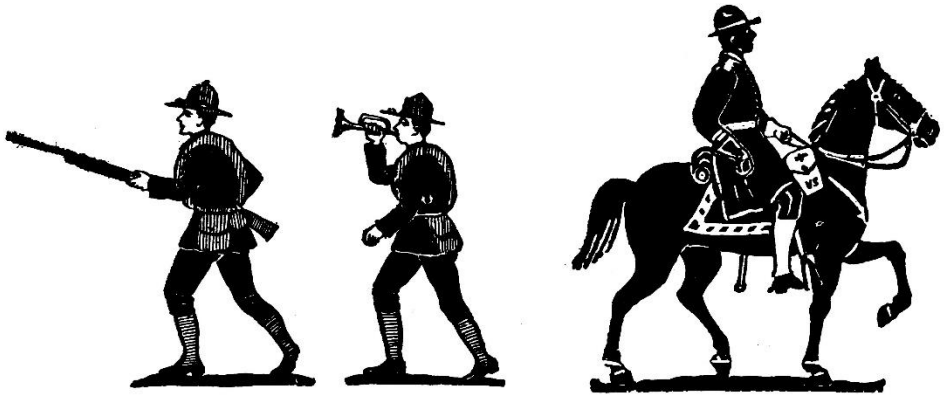
THE NEW AMERICAN METAL TOY MANUFACTURING INDUSTRY



CASTING FORMS
FOR
TOYS and NOVELTIES
TOY SOLDIER SPECIALTIES

INFANTRY
CAVALRY
ARTILLERY
MARINE
NAVY
CANNONS

WHISTLES
INDIANS
COWBOYS
BUFFALO BILLS
WILD ANIMALS
and OTHER MODELS

SPECIAL DESIGNS MADE TO ORDER

As a well paying business and trade for homeworkers and manufacturers unparalleled in this Country.
An important part of commerce in Germany, unknown here.

MADE IN AMERICA

TOY SOLDIER MANUFACTURING CO.
S. SACHS
NEW YORK

The First and Only Manufacturer and Dealer of Toy Casting-Forms in America.

METAL TOYS

AND

TOY SOLDIERS

Metal toys in greatest demand were so far imported from Germany. For more than a hundred years, big towns in Germany as Nurnberg, Fuerth, Sonneberg and many others were busy the whole year, manufacturing these metal toys which were shipped all over the world, to the United States, in quantities of millions.

Everybody knows Lead Soldiers, every boy, every man loves to see an army of these soldiers marching or parading on the table. But this was always an expensive toy.

We have a simple device, CASTING FORMS FROM SOLID METAL, of new construction. You can cast without limit Soldiers, Cavalry, Infantry, Soldiers on horse, Riders and Officers, Cowboys, Indians, Buffalo Bills, etc., toys and novelties in endless variety, with our casting forms, from any old lead or tin in exactly the same size, as you see the illustrations on pages 6 to 13 complete with pedestals, ready in one piece.

MOST INTERESTING, ENTERTAINING, EDUCATING AND FASCINATING WORK, TEACHING A NEW TRADE. FOR HOMEWORKERS AND MANUFACTURERS A GREAT, WELL PAYING BUSINESS, WITH AN UNLIMITED FUTURE.

✪

VERY EASY TO BE DONE. Take the casting form and place it on a table. In the casting spoon, place a small piece of lead or tin, any old lead, etc., is good, from old pipes, cornice, cans, etc. This will melt in about a minute over any gas stove, coal stove, lamp, etc., wherever you can boil water. Then pour the lead in the castingform and you can OPEN CASTINGFORM AT ONCE WITHOUT WAITING and a soldier is finished. Pour some lead in again and another soldier is finished. As soon as the castingform is filled, open the form and throw out the soldier.

This goes so quick that you can hardly believe it. Boys can make these soldiers at a rate of 100 in an hour. To cast the soldiers in larger quantities melt the lead in some ordinary sheet iron pot and use it spoon for casting only.

Absolutely no experience necessary. No other tools to be used in connection with this work.

✪

We want to get industrious people in this line of business and therefore we make this unprecedented offer. Our system will give us the opportunity to conduct a large business by having connections all over the United States. It is our aim to build up a solid trade and stop the importation of toys. We cannot cover the enormous market of the United States without manufacturers for production.

✪

We can prove that home workers are making far more than 100 in one hour. You can buy old lead, scrap lead, junk lead, from any plumber, junk dealer, printers, automobile repair shops, dealers in old metal, house shorers, garages, etc., or hardware stores. You can use any old lead, tin, babbit, etc., in fact anything in soft metal, everything can be used for this kind of work. New lead is not necessary for these goods.

✪

The manufacturer of toys has the greatest future in this country. It means a fortune for the man starting now. We have many new lines on the same system and with the co-operation of our homeworkers we will be able to control the market. The war is a good lesson for the American trade and it means American dollars for American goods in the future. Dealers are united in their demand, "We want 'Made in U. S. A.' Goods."

✪

From 40 to 50 soldiers on foot, infantry, any kind, in medium size, and over 100 soldiers on foot, small size, can be made, from a pound of lead. From 10 to 13 soldiers with horses, cavalry, Indians, Buffalo Bills, etc., medium size, and 50 or more soldiers on horse, small size, from a pound of lead. Other patterns in proportion.

✪

A NEW INDUSTRY IS GROWING HERE and dealers are only too glad to get American Made toys. You can convince yourself that boxes containing about 12 soldiers, are sold from 50c to $1.00 and more, and larger sets up to $5.00 and $10.00.

IN POSSESSION OF OUR CASTINGFORMS YOU CAN WORK WITH THEM TO YOUR BEST ADVANTAGE, WITHOUT ANY RESTRICTION, PERMISSION OR LICENSE REGARDING MANUFACTURING AND SELLING YOUR GOODS.

✪

About 8,500 Candy stores in Greater New York alone and more than 285,000 Candy stores, Toy stores, Stationery stores, etc., are in this country, in the smallest village and in great cities, all over the country, North, East, South and West. Just think how many of these soldiers can be used by 285,000 dealers. We have some people working with a force of 20 and 30 boys.

✪

American dealers say: "We don't need any imported goods," because European railroad charges, enormous ocean freight charges, very high insurance brokerage, 40 per cent duty, and many other importation expenses have doubled and tripled the price for these goods before they reach the American dealer. All these expenses amount to two and three times the actual cost price for these goods. American made toys are cheaper placed on the market than imported goods.

✪

You will not regret to take the matter up with us. We want to do business with your cooperation and we can both build up a well-paying business. In case you mean business write for information; we will answer all questions personally, to the point.

✪

You can lose nothing but you can gain everything if it means an honest, clean business, good profit, steady income and independency. Write for information if you want us to act as your selling agents.

✪

If you mean business, work and profit, ask us any questions, we are pleased to answer.

✪

Many of our homeworkers are working with a force of boys and coining money. If you are not decided to take up this proposition now, don't throw this circular away; you may need it badly if you want to come back on our proposition some time later.

✪

You are not taking any chances. You can have the price of a castingform outfit paid by the profit of a few hundred soldiers.

✪

We will be glad to see in our office or if you have a friend here, drop him a line to call on us, we will gladly give all information personally. In our showrooms are hundreds of different made up sets, from 10c sets up to $10.00 sets.

✪

You don't need to manufacture automobiles or machinery to do business. There is always a fortune in small articles and they have the greatest sale. See the enormous business done by the 5 and 10 cent stores all over the country and the success with the 5c moving picture shows. Remember, our proposition is good and you can make money with our offer.

✪

We could give you many reasons why you should start in this new line of business; but we better let others tell you their experiences. Hundreds of letters will give you a better idea of how this proposition is working.

✪

Just think with a small outlay you can start this business without any machinery, tools, or spacious loft, on any small table you can do the work.

After you have studied this booklet and being acquainted with our proposition, you will understand that this is pure and simple a straight business proposition of an exceptional value for anyone to start an independent business under the most favorable condition.

We can prove that we have started many people with a single castingform and they are manufacturers now and doing business on a large scale. Every letter you find on the other pages will tell you a story of success and we can prove it. We have many cases where boys 12 to 14 years old make big money. We ourselves did not realize how easy and great this idea will work. The success is far above all our expectation. Homeworkers are selling faster these soldiers than they can make them. Many of our homeworkers are reporting "Town is crazy here for Soldiers." We receive frequently letters from homeworkers making soldiers and asking us for soldiers, because they cannot make them fast enough to meet all orders.

Some Starting on Small Scales, Worked Up a Big Business in a Short Time, for Instance:

Uncle Sam Soldier Company
Made-in-America Toy Nov. Co.
International War Game
Lonoco Toy Soldier Company
Winthrop Toy Soldier Shop
Steiner Novelty Works
Franco-American Toy Company

If you would like to devote your spare hours to some profitable business and work, here is a splendid opportunity for you. WHAT OTHERS HAVE DONE, YOU SHOULD BE ABLE TO DO, ON A LARGER OR SMALLER SCALE, ACCORDING TO YOUR ABILITY AND INCLINATION.

YOU WILL CREATE A SENSATION BY INTRODUCING THIS NEW INDUSTRY IN YOUR CITY AND TERRITORY.

✪

You can always do more business according to your scale of work time and output and have your own business. You can increase the amount in proportion, with a number of castingforms in a wooden block, by working on a larger scale with one or more boys. The casting can be done with 8 or 10 castingforms by one boy with one manipulation.

Manufacturers in toys are busy the whole year, from January to July, for the wholesale market, and from August to December for the retail trade. We buy these goods all year. We are always in the market to handle other novelties in this line. Fortunes are made with new toys and great opportunities await new ideas.

✪

No special lead or composition is required.
Any old lead, scrap lead, etc., can be used.

✪

Any of these patterns or all are accepted in bulk loose, not in sets or boxes.

✪

Millions of castings can be made with our Bronze castingforms, without causing the least damage to the forms.

✪

During 1919 we had many homeworkers working day and night to meet the demand and coining money, while thousands of others were crying about hard times. The war made these toys popular all over the country and demand is increasing with every week.

✪

Hundreds of different sets can be arranged in larger or smaller boxes, which are sold in sets from 10 cents up to $10.00. See page 14 for a few different arrangements. Great quantities, millions are handled loose, in bulk and sold single in smaller stores.

✪

To Homeworkers and Manufacturers, working with our castingforms, we furnish Circulars and Business Cards. Any cut selected can be used for illustrations on these Circulars, with your firm, name and address. Ask for samples of Circulars and Cards. They are furnished in lots of 300, 500 and 1,000.

Simply place these circulars in envelopes and address to Toy Stores, 5 and 10c Stores, Department Stores, etc., Postage, 1c. You will receive orders for almost every circular you send out. We can also mail these circulars for manufacturers direct to the trade.

We are prepared and have the facilities to bring together the inventor and manufacturer with the market and buyers.

We have Artists, Engravers and Expert Mechanics to make any kind of casting forms or models for any articles in the lines of Toys, Novelties or Souvenirs, either single parts or complete models. If the article is to be made of metal we can make the casting form for it.

Can you think of anything that would appeal to children? Have you any new ideas for a novelty for the home, something useful for the Kitchen, some time or labor saving device?

Fortunes have been made and life-long incomes derived from novel ash-trays. letter weights, pen holders and thousands of other things. Souvenirs of States and Cities have an open field everywhere. Good luck charms, knick-knacks, fobs, miniature Hammers, Wrenches, etc. are always wanted by dealers.

A simple idea may be worth a fortune if the idea is materialized and offered as a novelty to the market of the World.

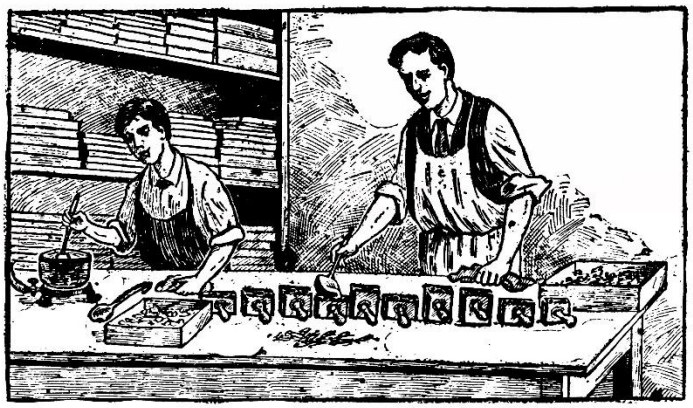
The little Kewpie Doll, which we all know well, has been sold in millions. The Krazy Kat Puzzle brought a fortune to it's inventor. A three-inch statuette of the "Sacred Heart of Jesus" is sold all over the World. The three little Monkeys with the inscription "Hear no evil, speak no evil, see no evil" can be bought in any novelty store throughout the World.

A little article novel and original is what you want. If you have an idea, work it out. If you have the confidence you will win. Why? Because you may like your own idea while someone else does not, but you must consider that among a hundred million people half of them may not share your opinion, while the other half is with you. Nobody can satisfy all the people all the time but anyone can satisfy some of the people some of the time. Figuring on the market of the United States, Canada, South America, England and other countries you will always have success if your confidence leads you and the proper business connections support you.

We have an open market, unlimited and unrestricted for these toys in connection with thousands of wholesale firms, jobbers, commission houses, export firms and sales agents all over the country. Great many toy manufacturers have closed their order books because they are covered with orders, for months ahead, having sold their output in advance. We have manufacturers selling us all they can turn out, since years, but we need larger quantities, to meet the growing demand.

THE PAINTING OF THESE TOYS IS DONE WITH common enamel paint, sold in 10-20 cent cans in paint stores. Placed on wooden boards, size about 24 x 28 inches, with cross cuts, grooves, for the pedestals, in lots from 50 to 100, close together in rows and painted over with small brushes. After one side is finished another board. same size, is placed on top, both boards turned over, first board removed and the second side is ready for painting. From 2,000 to 5,000 can be painted with four or five cans different colors. We give complete instructions and furnish different painted samples.

To give an illustration how this work and business can be handled, let us take for instances, Mr. Smith. He receives a castingform and starts to make soldiers. He is more than satisfied to see how easy these soldiers are made in our castingforms. He sells a lot of soldiers to us, another lot again and is trying besides to get his own market for his goods. We furnish him a number of paper boxes, large and small. He places an assortment of about 1 soldier on horse and 10 soldiers on foot in the smaller boxes and 3 soldiers on horse with 25 soldiers on foot in the larger boxes. Now having samples for stores he sees one or another dealer and receives orders. Good encouragement! Now he gets some of the circulars, they are printed with his name and address and by distributing and mailing them he receives more and more orders and trade, gradually he obtains a large market for his goods, is well known and increasing his output with more forms and patterns. In fall, near Christmas, he is rushed with orders from every direction, wholesale and retail, from dealers and private people and next year he has more experience to be prepared for the season.



The casting with a number of castingforms in a row. Lead can be melted over any gas stove, coal stove, or other heating apparatus, wherever you can boil water.

The practical way of painting these toys on larger scale, after they are cast, with a few small brushes and different colors of enamel paint.

A Few Things You Ought To Know

We hardly have any profit on the sale of these castingforms, but our main object is to start continued business relation with toy manufacturers. The Molding, Chasing, Cleaning, Fitting and Finishing of these castingforms, means a very expensive work by experienced mechanics. The initial investment for Sketches and Mastermolds represents a large amount of capital. If we figure all the other hundreds of items for advertising, printed matter, boxes, painted samples, labor, postage, etc., we have hardly any profit left in consideration of the service and correspondence in connection with this business, giving advice, instruction and information to manufacturers and home workers.

Thousands of Toys and Novelties can be made with these castingforms. If you can think of something new in these lines, we can make special castingforms for you. Fortunes are made with specialties, with which you can control the market all over the world.

If you furnish the idea for a novelty we make a pen and ink sketch according to your description, which shows whether the article has the merits necessary for large sales and just what the possibilities of the novelty are. If it proves that your idea is a success we finish the castingform and you can have the design registered, giving you the power to control the sale and selling price of the finished goods.

Do you know the "Bird Whistle" sold for 5 and 10 cents by thousands of stores and thousands of venders? Well, the man who brought this article on the market left over a million dollars to his heirs when he died in 1914.

We are experts in Model Making—Mechanical Models and Working Models of any description are finished according to specifications. Drawings and estimates furnished—Sales of Patents transacted—Manufacturing on Royalty considered.

If you have anything in Toys or Novelties that you wish to place on the market you require our connection in order to make a real success. We can reach any dealer on the globe. The market of the world.

Thousands of things can be made with castingforms to sell in 5 and 10 cent stores, and some of them sell so readily, it would keep a shop busy, supplying the demand for one article. Suppose you made one article and the total cost of manufacture was 1½ cents each. You sold them to a company like Woolworth, Kresges, Grand and other 5 and 10 cent stores. Woolworth has over 800 stores. If you sold them one gross only for each of the 800 stores, at a price of 4 cents each, it would mean a profit of $2,880.00. 800 x 144 equals 115,200 articles. 2½ cents profit on each one would be 115,200 x 2½ cents or $2,880.00. Do you wonder why some people are getting rich?

Imagine 1,000 cities, which isn't much and one or more agents in each one, selling your article. Do you realize what an enormous business you can make? Wholesale firms, jobbers and premium dealers in Toys and Novelties, all over the country are greatly interested in these goods and some of these firms buy in carloads and ship to all parts of the world. The selling force of the United States is just hungry and on the lookout for something new in Toys and Novelties, that will appeal to every pocketbook. You may be puzzled if you think how to reach this great number of dealers and agents, how to let them know, that you manufacture articles which they need. Seems to be very difficult but is in fact an easy matter if you know how.

With connections once started you can reach the market from the Pacific to the Atlantic, and all over the world. This is our strongest point, our never failing business method.

Don't forget, that you will never go ahead and you will never succeed, and show others what you can do, if you just wish all the time you had a chance.

Make a chance and then go right after. Work hard, struggle and fight for success, not only to make a living, but to build up a future, to get on top, and you cannot fail. We don't know your ambition, your ability, but our offer gives you a chance. We will gladly assist you with advice and our experience.

THREE WAYS FOR HOME WORKERS AND MANUFACTURERS TO DO BUSINESS WITH THESE TOYS

FIRST: You can sell these soldiers to any Candy stores, Toy stores, stationery stores, Department stores, 5 and 10c stores, Novelty stores and to any firm handling premium coupons or rebate stamps, etc., etc. All these stores are only too glad to get these soldiers, because they were unable so far, to handle toy soldiers on account of the high price for imported goods.

They are sold to stores from 75c. to $5.00 per 100 for soldiers on foot and from $2.00 to $8.00 per 100 for soldiers on horse.

SECOND: We buy these toys all year, either in plain castings or painted, any pattern, and pay, according to the price list on this page. We buy the soldiers in bulk, loose, not put up in sets or paper boxes. Payment made same day as we receive shipments. For painted goods we pay considerably higher prices, and if neat and clean, the double price. The price list contains the lowest price for the cheapest grades.

THIRD: We can handle the sale of your goods on a 15 per cent. Commission basis, if you can furnish an assortment of different patterns, selling the goods at the circular price, acting as your sales agent. Samples of circulars, furnished to manufacturers, attached to this booklet or mailed upon request.

In this case we forward orders to manufacturers for delivery. Thousands of storekeepers give these toy soldiers as souvenirs to children with every purchase, they have to come again to get more, and they always want more. Hundred different ways to make money. Millions are sold to stores this way.

Absolutely no restriction in regard to sale and you are not bound in any way. You can sell your goods to us or to any other place of business, giving you entirely free field.

NOW THINK THE MATTER OVER IF YOU WANT TO BE A MEMBER OF AMERICAN TOY MANUFACTURERS

This is an opportunity which will absolutely never come to you again. It means for you the possibility to start the manufacture of the best selling article in the line of toys and our statement can be proved if you show samples of the soldiers to storekeepers. They will give you orders at once, because they know that toy soldiers are in great demand and are good sellers.

WE OFFER TO MANUFACTURERS

our Castingforms in Bronze only, but numbers 21, 22, 21A, 22A, are also furnished in Aluminum Castingforms. This includes a **guarantee** that you can start making the soldiers with the outfit, without any additional tool, perfect and ready with pedestals in one piece to come out of the form ready to be sold.

Aluminum Castingforms with Complete Outfit, consisting of Castingform, with Handles, Clamp, Castingspoon, Lead, Directions, line of different painted samples of different patterns and designs, instructions, etc., packed complete in a box delivered prepaid, for $8.00.

Manufacturers are working with Bronze Castingforms only. They turn out clear and clean castings and after 25 years of daily work, they are just as perfect as the very first day.

For clear and perfect castings, we recommend our standard **BRONZE** castingforms.

IMPORTANT

WE BUY THESE GOODS, PLAIN OR PAINTED ACCORDING TO THE FOLLOWING PRICE LIST

We pay a fixed price all year for all patterns, in plain castings without any color and painted goods according to samples furnished, to manufacturers not selling all their output to stores and dealers. Liberal and attractive higher prices paid for neat and clean goods.

THE DIRECT SALE OF THESE ARTICLES INCLUDES A HIGH PROFIT. WE HAVE ESTABLISHED FIXED PRICES, WITHOUT CONSIDERATION OF FLUCTUATIONS IN THE MARKET AND OFFER TO PAY FOR THREE YEARS THESE PRICES PER 1,000:

		Plain without Coloring	Painted with Colors
No. 1.	Cowboy	$16.00	$35.00
" 2.	Moose	14.00	24.00
" 3.	Indian	7.50	15.00
" 4.	Buffalo Bill	7.50	15.00
" 5.	Hussar	7.50	15.00
" 6.	Farm (three in one form)	12.00	20.00
" 7.	Buffalo	7.50	12.00
" 8.	Infantry (large size)	6.50	13.00
" 9.	Trumpeter and Infantry	6.50	13.00
" 10.	Soldier on Horse	15.00	30.00
" 11.	Charging and Lying Infantry	2.50	4.50
" 12.	American Infantry	3.50	7.60
" 13.	American Cavalry	12.50	25.00
" 14.	Chaplin	7.50	15.00
" 15.	Shooting Infantry	2.50	4.50
" 16.	American Navy Officer	2.75	5.00
" 17.	American Navy Marching	2.75	5.00
" 18.	American Navy Running	2.75	5.00
" 19.	Patriotic Emblems	3.50	7.50
" 20.	Patriotic Emblems	3.50	7.50
" 21.	American Infantry (medium)	2.00	4.00
" 22.	American Cavalry (medium)	6.00	15.00
" 21A.	Soldiers on Foot (medium)	[illegible]	[illegible]
" 22A.	Soldiers on Horses (medium)	7.50	15.00
" 23.	Warship	4.00	8.00
" 24.	American General (large)	22.00	57.50
" 25.	Marine Officer	2.75	5.00
" 26.	Marine with Flag	6.50	13.00
" 27.	Marine Bugler	2.75	5.00
" 28.	Marine Attacking	4.50	9.00
" 29.	Marine Charging	4.50	9.00
" 30.	Marine Drummer	5.50	10.00
" 31.	Nurse	5.50	8.00
" 32, 33, 34.	Cannons	17.50	27.50
" 35.	Soldier Charging	6.50	13.00
" 36.	Soldier Captured	7.50	15.00
" 37.	Soldier Charging	6.00	12.50
" 38.	Machine Gunner	7.00	15.00
" 39.	Soldiers with Flags	3.00	9.00
" 40.	Field Cannon	6.50	12.00
" 41.	Wheels	6.00	8.00
" 42.	U. S. "S. S. Geo. Washington"	60.00	125.00
" 43.	Tree	6.00	9.00
" 44.	Tree and Bush	9.00	15.00
" 45.	Small Cannon Truck	12.00	17.00
" 46.	Large Cannon Carriage	15.00	20.00
" 47.	Large Cannon Gun	17.00	20.00
" 48.	American Infantry with Flag	7.50	15.00
" 49.	American Bugler and Charging	3.00	8.00
" 50.	Hunter and Two Indians	12.00	35.00
" 51.	Mohawk Indian on Horse	7.50	15.00
" 52.	Soldiers on Horses (small size)	2.00	4.00
" 53.	Soldiers on Foot (small size)	1.00	3.00
" 101.	Infantry Marching, Private	2.50	6.00
" 102.	Infantry Marching, Officer	2.50	6.00
" 103.	Musician with Cornet	2.50	6.00
" 104.	Musician with Clarinet	2.50	6.00
" 105.	Musician with Trombone	3.00	7.00
" 106.	Colonial Troop, Private	3.00	7.00
" 107.	Colonial Troop, Officer	3.00	7.00
" 108.	Highlander	3.00	7.00
" 109.	Angel	6.00	12.00
" 110.	Saint Mary	6.00	12.00
" 111.	Holy King	8.50	17.00
" 112.	Shepherd	6.00	12.00
" 113.	Crib with Infant Jesus	4.00	7.50
" 114.	Two Sheep	2.50	4.50
" 115.	Saint Joseph	5.50	12.00

Two Soldiers made in Double Castingforms Count for Two.

ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

All our castingforms are made in BRONZE and are the CLIMAX of PERFECTION. Best metal and highest finish in every detail, producing every article sharp and clean as cut with a knife.

No trimming or cooling required. Every castingform in Bronze is a masterpiece. They are guaranteed to give perfect satisfaction. Indestructable.

The usual opinion of manufacturers and home workers:

"THEY ARE WORTH THEIR WEIGHT IN GOLD."

All our castingforms are made in Bronze only. Four of those models number 21, 22, 21A, 22A, and no others are made in Aluminum.

Any old lead, scrap lead, etc., can be used for castings in our castingforms.

Toy Soldier Manufacturing Company

32 UNION SQUARE
New York City

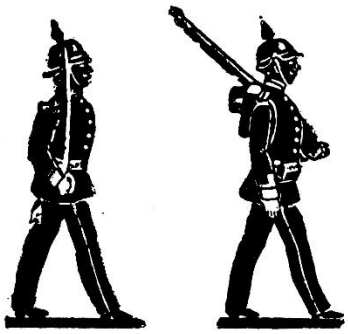
We Guarantee Every Illustration to represent:

The Actual Size and Design

of the article produced with the castingform. Every figure comes from the castingform with the pedestal in one piece, no extra work.

The complete outfit with every castingform, as stated on page 5.

We furnish with every castingform a liberal number of plain and painted samples of different design. The complete outfit furnished with every castingform.



No. 21A. Infantry (Soldiers on foot) medium size. Double castingform—Officer with sword and pistol with [illegible] time.
Aluminum Castingform....$3.00
Bronze Castingform..... 5.00

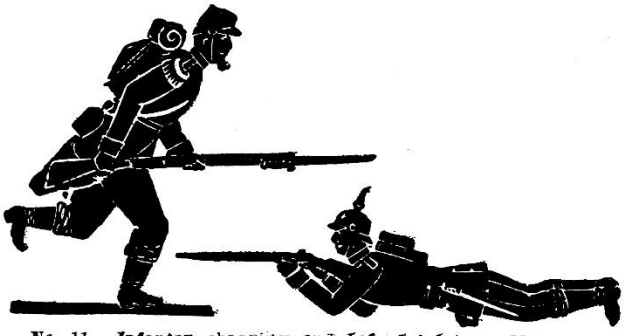
No. 22A. Cavalry (Soldier on horse), medium size. Horses walking and prancing—made in this castingform.
Aluminum Castingform $3.00
Bronze Castingform 5.00

No. 5. Hussar on horse with flag. Medium size.
Bronze Castingform $5.00

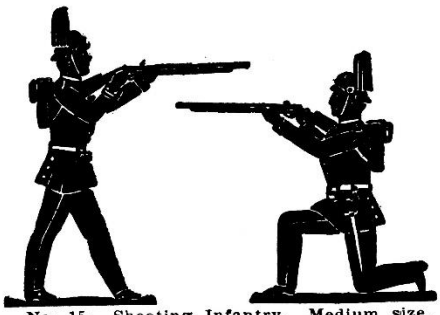
No. 21. American Infantry. Soldiers on foot. Medium size. Double castingform. Two soldiers every time.
Aluminum Castingform....$3.00
Bronze Castingform 5.00

No. 22. American Cavalry. Soldiers on horse. Medium size. Very neat in design.
Aluminum Castingform....$3.00
Bronze Castingform 5.00

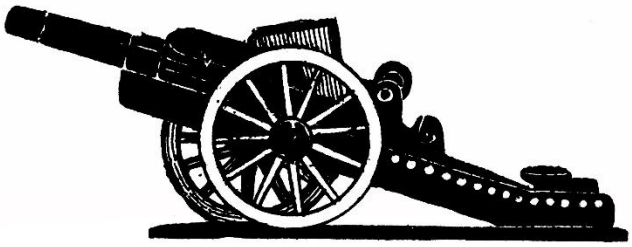
No. 49. American Infantry charging and Bugler. Medium size. Double Castingform.
Bronze Castingform $8.00



No. 11. Infantry charging and Infantry lying. Medium size Double Castingform. Two soldiers every time.
Bronze Castingform $6.00

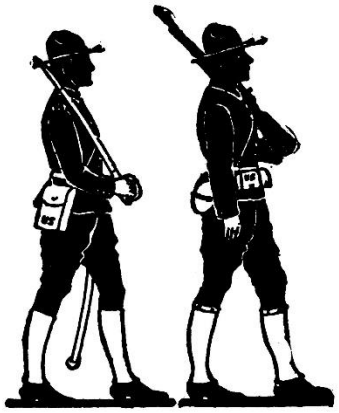


No. 15. Shooting Infantry. Medium size. Double Castingform. Makes two soldiers—one standing and one kneeling. An excellent match to numbers 21A, 22A, 5, 11. For all sets, forts, games, and other assortments. Very atractive pattern.
Bronze Castingform $5.00



METAL TOYS
NOVELTIES
SOUVENIRS

TOY SOLDIERS
ARMY
NAVY



MACHINE GUNS
CANNONS
WAR TANKS

SPECIAL PRICES ON WHOLESALE ORDERS.

Mr. Toy Buyer:—

We are beginning a most important season in "American Toys" and your attention is called to our Toy Soldiers of which I am the manufacturer, prepared with the necessary machinery to fill orders promptly at very low prices.

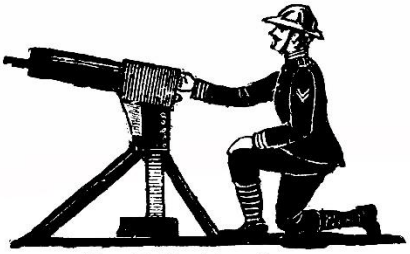
Toy Soldiers previously imported from Germany in quantities of millions were never sold here except at exorbitant prices.

As a member of American Toy Manufacturers, I can now furnish Toy Soldiers at a price which will place you in position to make a large profit and to sell in large quantities. Small and large boys are just crazy after these soldiers and as soon as they start to buy some of them, they have no rest until they have a whole army of different nations for pastime, play, war games and ornaments. Place an army in your window and you will have crowds there all day long.

Hundred different ways for you to make money with our Toy Soldiers. You can sell the soldiers, loose or single or you can sell the soldiers put up in boxes at 10c., 15c., 20c., 25c., 50c., 75c., $1.00 or more per box, The season is starting now and the demand is increasing with every week. The latest arrangements "Display-Sets" on boards.

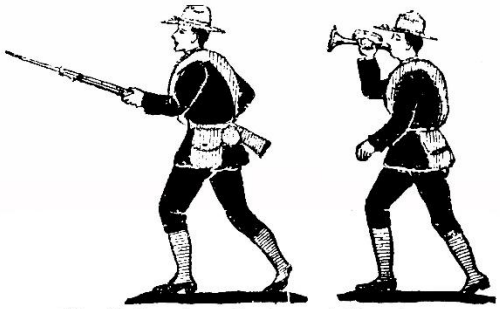
Let us know and we will send you samples.

First of all, deal with American manufacturers. Protect the Home Industry. Follow the American movement and sell only goods "Made in the United States." It is to your advantage to buy my goods here and save time, trouble and unnecessary expenses. Be the first and ahead of others. The market is bare of supplies and these goods are very scarce. Place your orders in time or we will be unable to make prompt deliveries later.



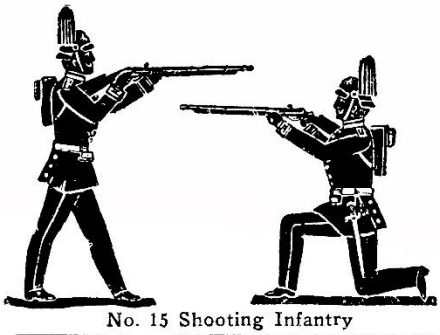
No. 38 Machine Gunner

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000



No. 49 American Bugler and Charging

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

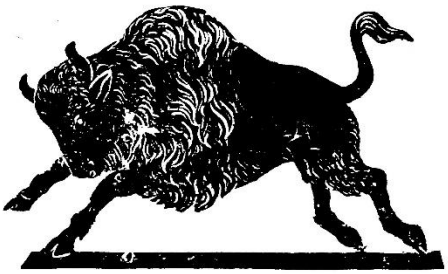


No. 15 Shooting Infantry

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

No. 4 Buffalo Bill

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

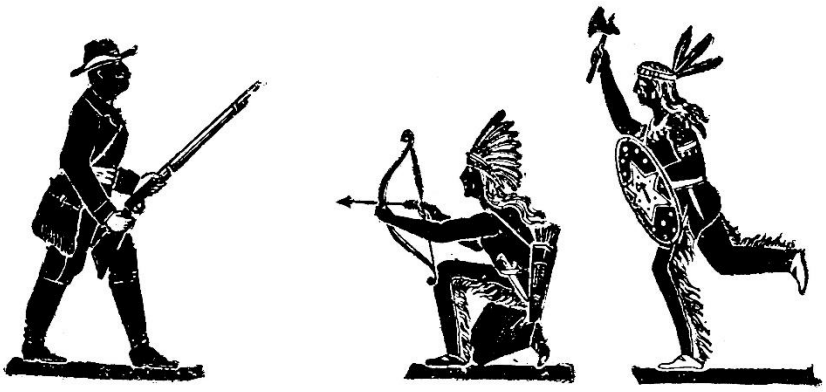


No. 7 Buffalo

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

No. 3 Indian on Horse

Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000



No. 50 Hunter and Two Indians

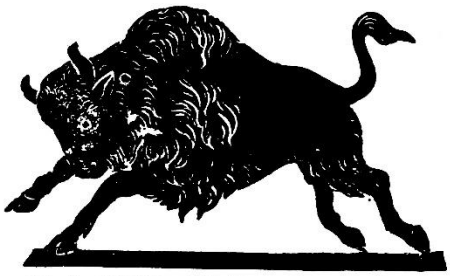
Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

No. 51 Mohawk Indian

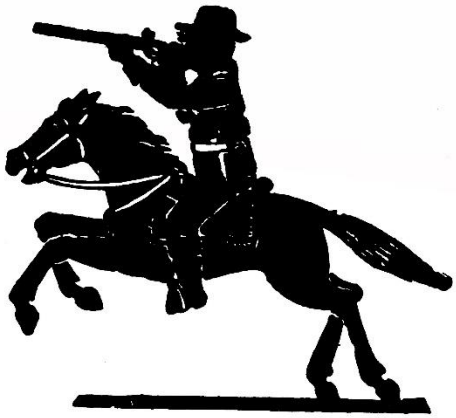
Plain not Painted.....	Per	100
Plain not Painted.....	"	1000
Painted	"	100
Painted	"	1000

ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

No. 3. Indian on horse. Medium size. A beautiful model of an Indian on horseback.
Bronze Castingform .....

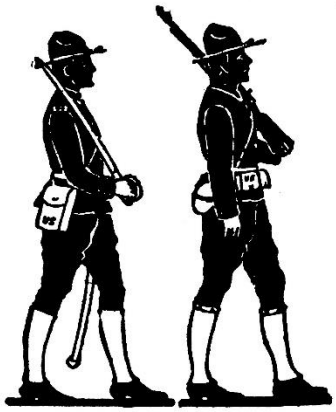


No. 7. Buffalo. Lifelike and artistic Casting. Medium size.
Bronze Castingform .....



No. 4. Buffalo Bill on horse. Medium size. One of the greatest sellers.
Bronze Castingform ... .

No. 38. American-British Soldier with steel helmet and machine gun. This is a full shaped casting. Nothing less than a masterpiece.
Bronze Castingform .....



No. 12. American Soldiers, Infantry. Double Castingform. Makes one Officer and one Private.
Bronze Castingform.....

No. 13. American Soldiers on horse. A wonderful reproduction of beautiful design.
Bronze Castingform.....

No. 19. Shield, swords and laurel. Shield, flags and eagle.
Double Castingform makes two different patterns every time. Bronze Casting form .....

No. 48. American Infantry with flag.
Bronze Castingform.....

No. 20. Flags, cannons and eagle, war year shield and flags.
Double Castingform makes two different patterns every time.
Bronze Castingform.....

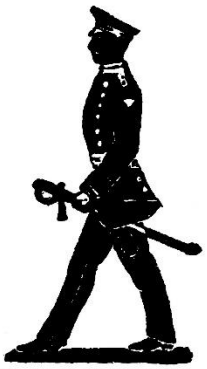
ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

No. 28. United States Marine Corps. Attacking.
Bronze Castingform .....

No. 29. United States Marine Corps. Charging.
Bronze Castingform .....

No. 26. United States Marine Corps. Private with flag.
Bronze Castingform..

No. 25. United States Marine Corps. Officer.
Bronze Castingform..



No. 16. American Navy Officer. Exceptional artistic design.
Bronze Castingform .....

No. 17. American Marine Troops Marching with gun.
Bronze Castingform .....

No. 18. American Marine Running with gun.
Bronze Castingform .....

No. 31. American War Nurse
Bronze Castingform

No. 27. United States Marine Corps. Bugler.
Bronze Castingform..

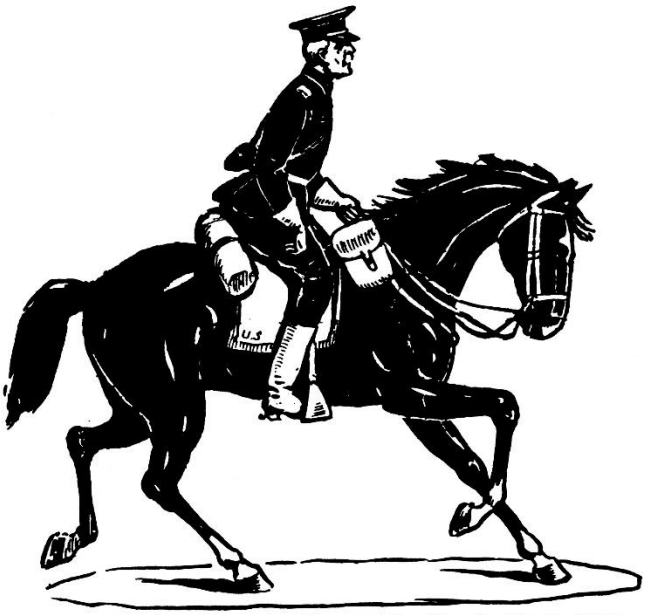
No. 30. United States Marine Corps. Drummer.
Bronze Castingform .....

No. 14. "Charlie," the funniest fellow. Millions laugh at him every night. Great seller all over the country.
Bought by every moving picture theatre in great quantities, to give away as souvenirs.
Bronze Castingform...

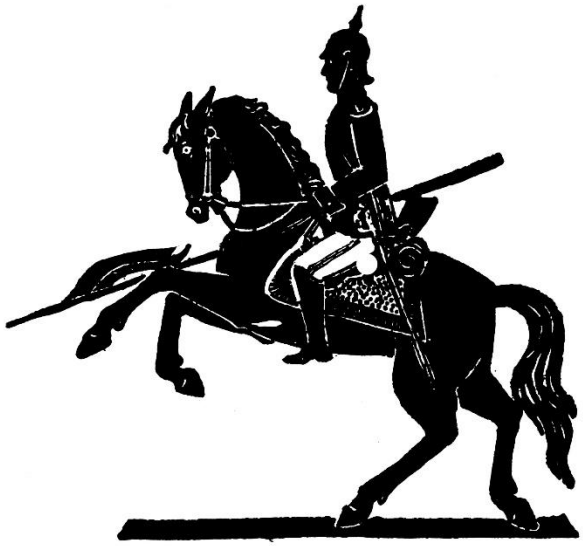
ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

No. 8. Infantry marching. Two different nationalities. **Double** Castingform. LARGE SIZE. Two soldiers every time.
Bronze Castingform .....

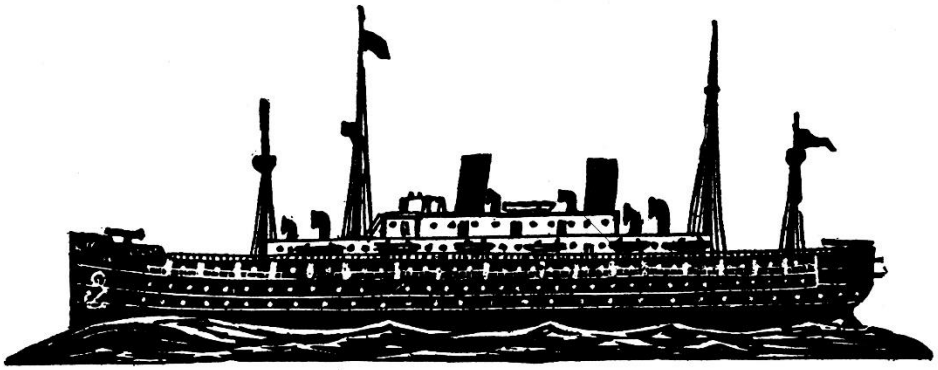
No. 9. Infantry running, and Trumpeter. **Double Castingform.** LARGE SIZE. Two soldiers every time.
Bronze Castingform .....



No. 24. American General. (General Pershing.) Extra large. Most artistic design. One of our finest patterns we have ever placed on the market.
Bronze Castingform .....



No. 10. Cavalry (Soldiers on Horse) with flag. **LARGE SIZE.** Every casting a masterpiece.
Bronze Castingform .....

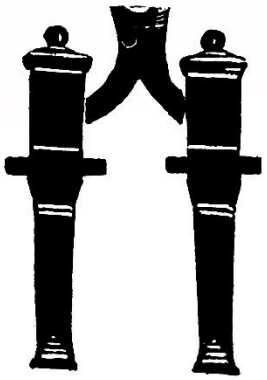


No. 42. **U. S. "S. S. George Washington."** Six inches long, 2½ inches high Made complete in one casting. One of the best creations of an artist in engravings. **The beauty of this model cannot be reproduced with this illustration.** This novelty represents a 50 cent and $1.00 seller, and attracts considerable attention wherever displayed by dealers.
This Bronze Castingform, in **two parts,** for solid castings.....
With centerpiece, in **three parts,** for hollow castings.....
Solid and hollow castings can be made with three part molds.

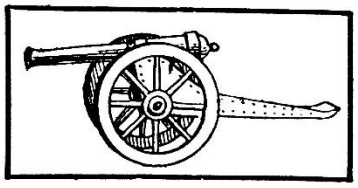
ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

One of the best all year sellers

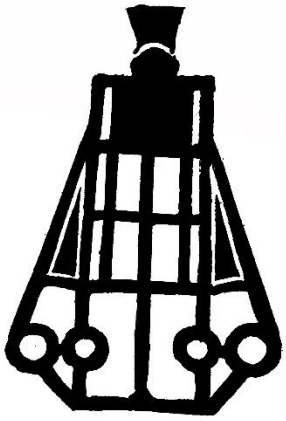
Four Castingforms to manufacture Toy Cannons.



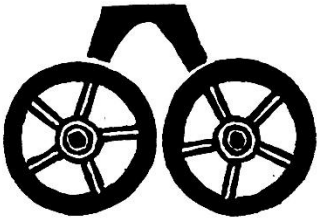
No. 33. Double Castingform for Cannons. Two guns in one mold. About 30 to one pound.
Bronze-Castingform.....



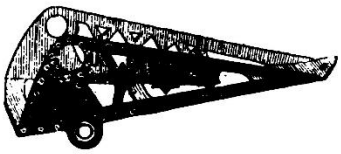
Reduced size of Cannon. Painted in one or two colors.



No. 34. Castingform for Cannon Carriage. About 40 to one pound.
Bronze Castingform .....



No. 32. Double Castingform for Cannons. Two wheels in one mold. About 100 to one pound.
Bronze Castingform .....



No. 45. Castingform for Cannon Carriage. Three part mould turns out the carriage ready shaped for assembling.
Bronze Castingform.....

"OVER THE TOP"

No. 35.
Bronze Castingform .....

No. 36.
Bronze Castingform .....

No. 37.
Bronze Castingform .....

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Reduced Size

RELIGIOUS DESIGNS

No. 109. Angel
Bronze Castingform..

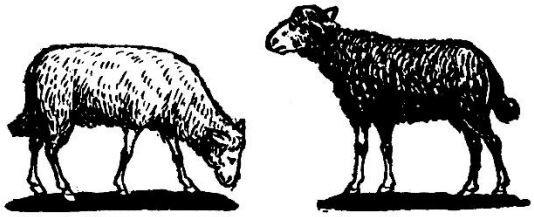
No. 113. Jesus in Crib
Bronze Castingform..

No. 110. Saint Mary
Bronze Castingform.

No. 111. Holy King
Bronze Castingform.....

No. 115. Saint Joseph
Bronze Castingform ....

No. 112. Shepard
Bronze, Castingform....

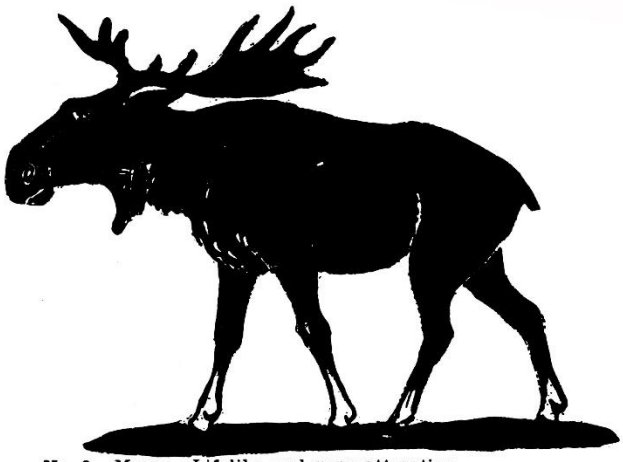


No. 114. Two sheep in different positions.
Double Castingform in Bronze .....

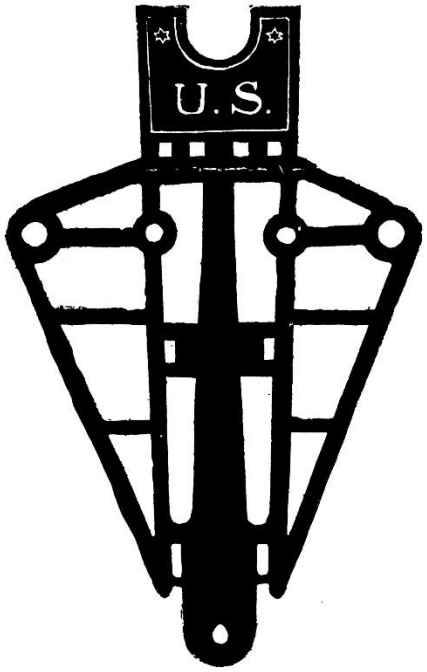
Reduced size of different arrangements in sets.

ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

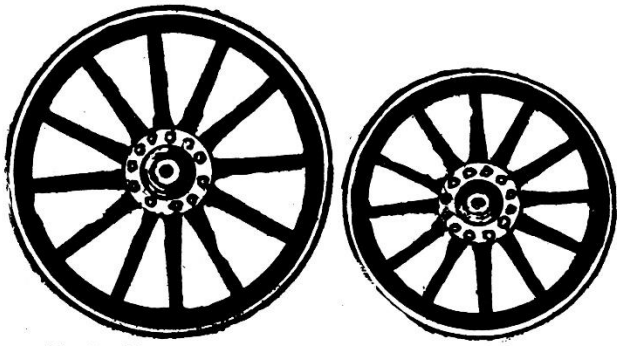
No. 1. Cowboy on horseback. A leader for every manufacturer and dealer and a success right from the start.
Bronze Castingform .....



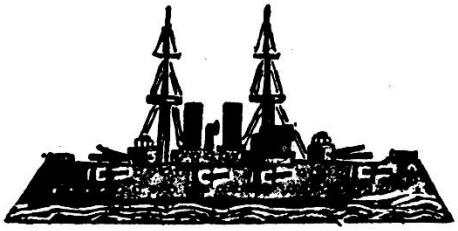
No. 2. Moose. Lifelike and very attractive.
Bronze Castingform .....



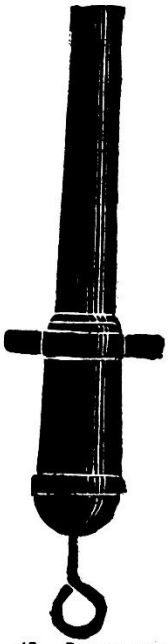
No. 46. Cannon Carriage for large Cannons to fit Gun No. 47. In connection with wheels No. 41, producing very attractive cannons.
Bronze Castingform .....



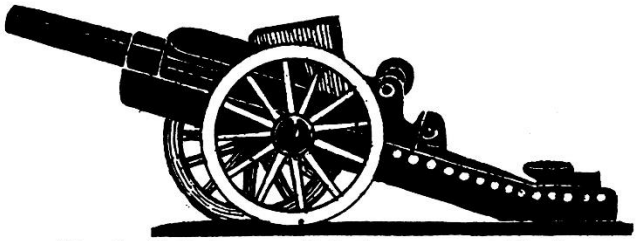
No. 41. Wheels, two sizes. Can be used for front and rear wheels for different toys and other articles on wheels. Double castingform. Exceptional fine and accurate work. Millions of these wheels needed for toys, all year, a staple article for toy manufacturers.
Bronze Castingform.....



No. 23. American Warship. An exceptional fine model. A number of these warships painted in different colors, placed in a box makes a very attractive set.
Bronze Castingform .....



No. 47. Large gun for large Cannons to fit carriage No. 46. Hollow castings with pin insertion, for spring attachment. In connection with wheels No. 41 producing very attractive cannons.
Bronze Castingform..



No. 40. Field Cannon. Made in one piece. Wheels not turning. One of the best ornaments for soldier sets and games, of real handsome appearance Especially easy to paint.
Bronze Castingform .....

No. 101. Infantry marching. Field equipment.
Bronze Castingform .....

No. 102. Officer marching. Parade uniform.
Bronze Castingform .....

No. 103. Musician with cornet.
Bronze Castingform .....

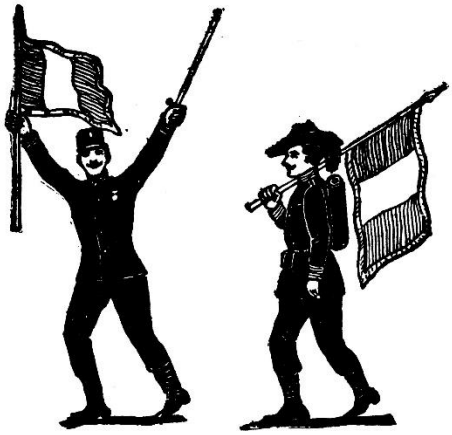
No. 104. Musician with clarinet.
Bronze Castingform.....

No. 105. Musician with Trombone
Bronze Castingform .....

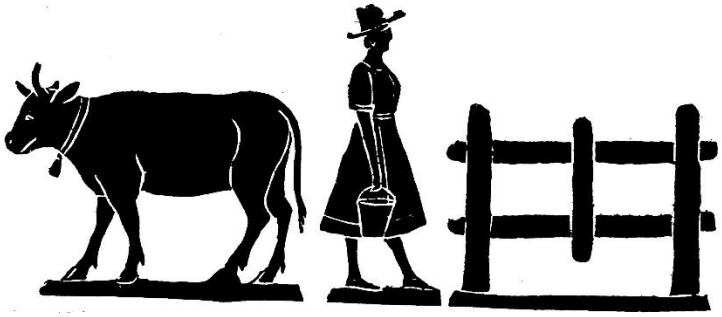
No. 106. Over Sea Colonial Troops with tropical helmets.
Bronze Castingform .....

No. 107. Over Sea Colonial Troops with tropical helmets.
Bronze Castingform .....

No. 108. Scotch Highlander with kilts.
Bronze Castingform...



No. 39. Soldiers with flags. Double castingform. These two models of soldiers with flags are especially very attractive.
Bronze Castingform .....



No. 6. Cow, Milkmaid and Fence. All three pieces made in one castingform. Very neat. Beautiful arrangements with larger number of these castings. A real delight for boys and girls. Makes three pieces every time.
Bronze Castingform .....

ILLUSTRATED CATALOGUE OF METAL CASTING FORMS

No. 48. Tree. Very attractive for **decoration with sets.** Bronze Castingform .....

No. 52. Soldiers on horse, small size. Double Castingform. Very thin and light weight. Prize bag goods. Not suitable for sets.
Bronze Castingform .....

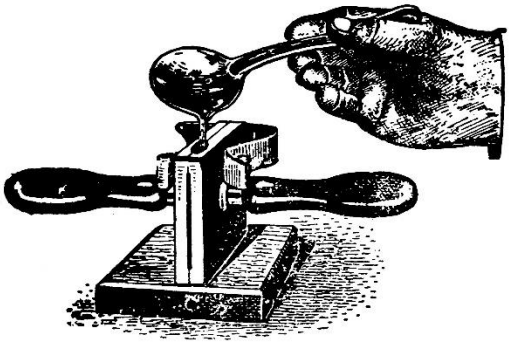
No. 53. Soldiers on foot. Small size. Four soldiers made in this castingform. Bronze Castingform..

No. 44. Tree and Bush made in one castin
Double Castingform in Bronze.....

No. 50. Hunter and two Indians in different positions.
Triple Castingform. Bronze Castingform.....

No. 51. Mohawk Indian on horseback. Bronze Castingform .....

SIMPLE DIRECTIONS FOR CASTING



Place one or more castingforms on a straight piece of **wood or board,** on the table. Melt any old lead in some pot **or pan and pour** the lead with the casting spoon in the cast**ing-hole. Open** the castingform at once, immediately, and **take the soldier** out complete with pedestal, leaving the **castingform ready** for the next soldier. That's all! Work**ing on larger scale,** you can increase your output and assort**ment according** to the number of castingforms in operation.

GUARANTEE

All Our Casting Forms Guaranteed

WE GUARANTEE

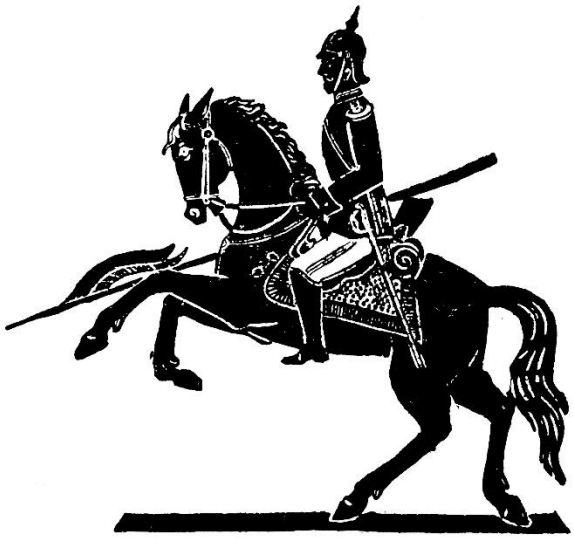
to return the full price for Castingforms if they are returned prepaid to us inside of eight days, if not working perfectly. We allow this free trial period, but additional time must be refused, to prevent dishonest people taking advantage of our liberal offer.

No. 8 Infantry, large size

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

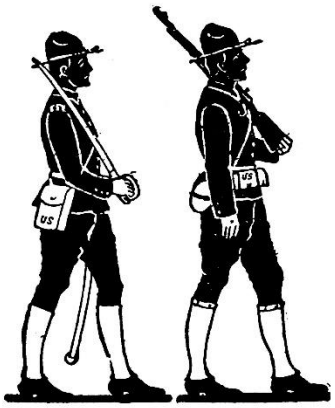
No. 9 Infantry and Trumpeter

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



No. 10 Cavalry with Flag

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



No. 12 American Soldiers

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 13 American Soldiers on Horse

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 30 Marine Drummer

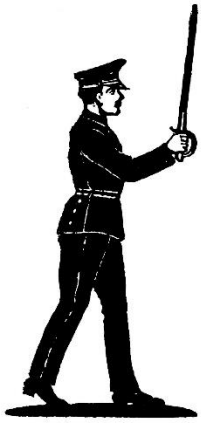
Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 27 Marine Bugler

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 26 Marine with Flag

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



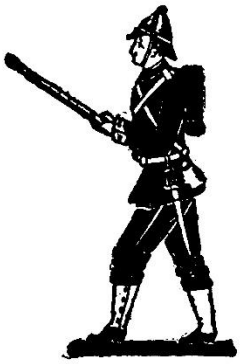
No. 25 Marine Officer

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 103
Musician

No. 104
Musician

No. 105
Musician

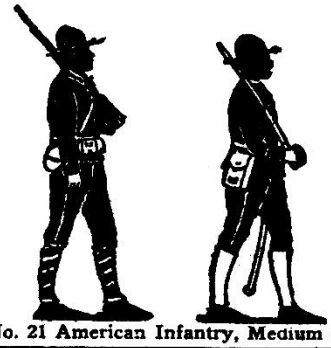


No. 106
Colonial

No. 107
Colonial

No. 108
Highlander

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

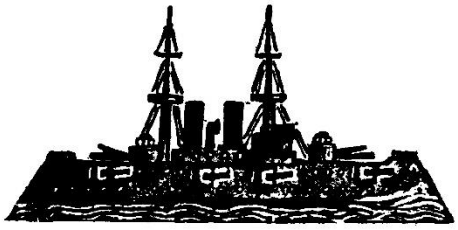


No. 21 American Infantry, Medium Size

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

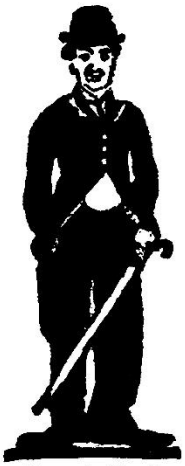
No. 22 American Cavalry, Medium Size

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



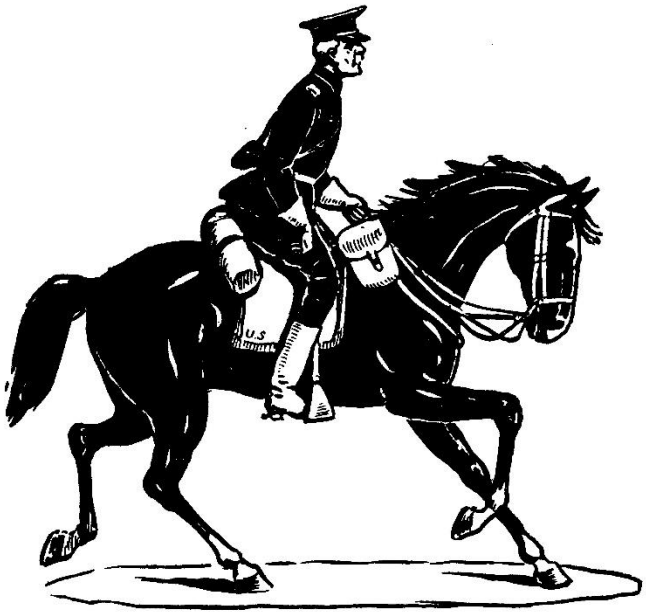
No. 23 American Warship

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



No. 14 Charlie

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000



No. 24 American General

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

No. 36 Captured

Plain not Painted	Per	100
Plain not Painted	"	1000
Painted	"	100
Painted	"	1000

THE GREATEST AND LEADING NEWSPAPERS OF THE UNITED STATES ARE CALLING THE ATTENTION OF READERS TO GREAT POSSIBILITIES IN MANUFACTURING OF TOYS IN THIS COUNTRY.

The American Toy Manufacturing Industry

is a comparatively new business here and if you are interested in American Made Toys, you ought to read what prominent business people and leading newspapers have to say about the unlimited possibility in the new industry in America. We ask you, for your own benefit, to read these articles, in order to have a clear view about the Toy Market in America.

CITY'S TOY SHOPS HAVING LARGE SALES

According to the reports of department store managers in the city, the sales of toys, this year, is larger than in any preceding holiday season in many years. This is the first year that the toy shops have been opened before Thanksgiving—this being done in compliance with the "shop early" request by the National Council of Defense. One manager estimated that more toys had been sold at his store up to this time than were sold during the entire season last year. The absence of the "Made in Germany" sign which was engraven upon toys in former years, is noted, for the American-made toys have been substituted.

MORE MERCHANTS BAR GERMAN TOYS

An effort will be made to have toymakers paint their soldier toys in the dress of our infantry or marines. Elisabeth Marbury, head of the women's section of the defense organization, said at an executive meeting yesterday that it had been decided not only to oppose the distribution of German toys and other enemy-manufactured merchandise also to use every possible influence to prevent further German-made goods from being brought here.

Toy Stocks Wiped Out.

Between heavy orders taken early in the year and the insistent repeat demand that resulted from the large business done in this merchandise at retail, wholesale stocks of toys in this market are virtually wiped out. While much of the late demand has come from the smaller merchants, who were cautious buyers before the ending of the war, the business done with them of late is largely responsible for the present paucity of goods.

... paper.

Toymakers Prospering.

Toy manufacturers with offices in this city report that orders on their books now amount to more than they ever have before at this time of the year. Practically all manufacturers seem to have sold out their most popular lines for the balance of the year, while several are said to have booked up their entire output for 1919. Most of the buyers, it is said, have specified earlier delivery this year than they do ordinarily, apparently fearing a repetition of the conditions last Fall when it was practically impossible, owing to the many embargoes, to get shipments through in any sort of time.

CRIPPLED SOLDIERS TO TURN OUT TOYS

Manufacturers, in Convention Here, Say They Will Have Work for Thousands,

GERMANS TO LOSE MARKET

United States Will Supply England in the Future, Says A. Davis, a London Importer.

The toymakers of America aim to make the United States first in the manufacture of playthings and to give jobs to thousands of crippled soldiers, it was announced yesterday morning when the Toy Manufacturers of America began a two-day convention ...

He pointed out that in Europe much of the toymaking had been done in the homes. Declaring that the work was light and interesting, he said thousands of men would be needed to take care of the great increase in the industry. Since the signing of the armistice, he said, the American toy trade had received such an impetus that the demand now exceeded the supply.

Following the resolution short speeches were made by many delegates. The tenor of their talks was that American dealers would not consider the importation of German toys for years to come. The supply of German toys has been exhausted all over the world and would never be allowed to be renewed, according to the speakers.

According to statistics compiled by the War Industries Board there were seventy-one firms making toys in 1913, and these had an annual business of $7,521,458; the same firms in 1918 will do a total business of not less than $13,000,000. The report of the War Industries Board shows that in addition to these seventy-one firms, ninety-four other manufacturers have started to make toys since 1913. Some of these new toy manufacturers represent simply the addition of a toy department to an existing factory, but a very high percentage of these firms represents entirely new business. In 1917 these firms did a total business of $7,202,032, and a conservative estimate indicates that the business this year will be not less than $7,750,000. The American toy industry has reached a point where it can become the leading toy industry of the world tha treceives the hearty support of the American people."

... popular shades of the season are also in demand.

Toy Trade Keeps Busy.

The business of toy manufacturers in this country is said to be limited only by their capacity to turn out their wares. The scarcity of labor and of certain materials has made it practically impossible for most manufacturers to accept all the business which has come their way. There is a great preponderance of war toys in all lines, and it is said that retailers are selling articles of this sort right now in quite substantial quantities. In some cases it is even reported that retailers are unable to obtain supplies of war toys in sufficient quantities to take care of their immediate needs.

Gray Goods Sales ...

AN ARTICLE

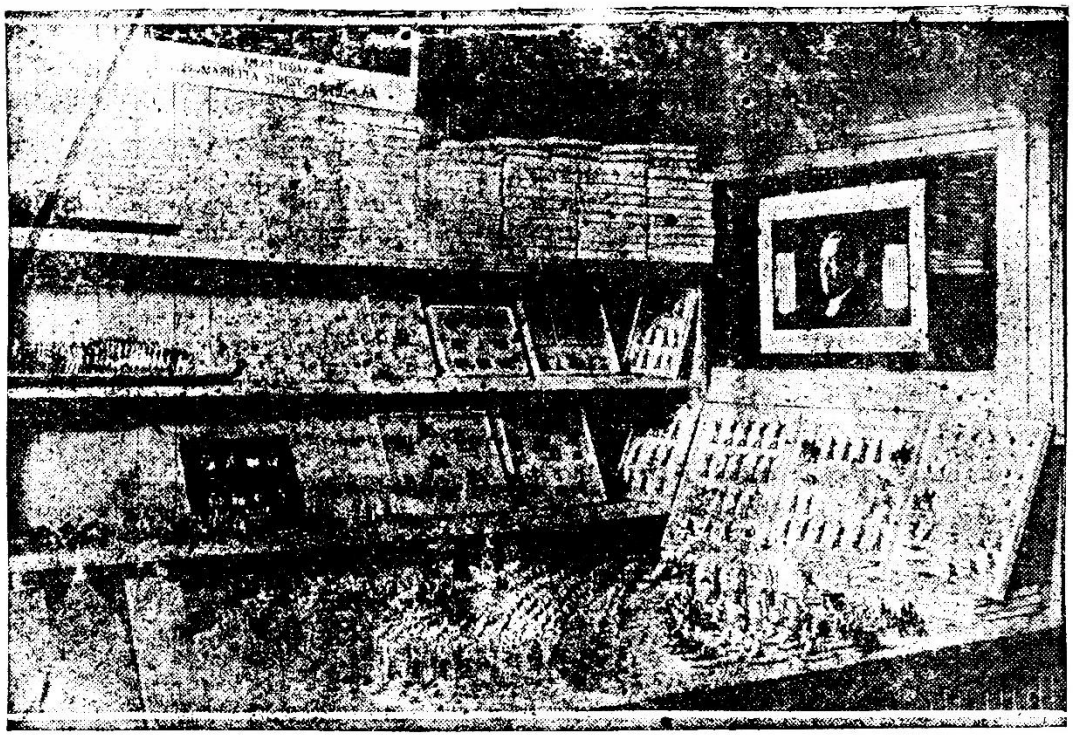
from the editorial page of the greatest American newspaper "The New York Times."

Reproduction by special permission

GERMANY'S LOST TOY TRADE.

American children in this holiday season will have new toys from our own factories. Germany has lost forever her large export trade in these products with the United States. In the last year before the war our imports of toys amounted to $9,084,000, and $7,718,000 of this total was credited to Germany. Now we are not only making enough to satisfy the home market demand, but are also producing a surplus to be sold abroad. Exports this year have been about $3,000,000. Cargoes of German toys bought before the war and recently released at Rotterdam, are not wanted here. A month and a half ago our Consuls reported that great quantities of toys were held in warehouses there. Owners of these goods expected to sell them in the United States and England. Our dispatches from Amsterdam say that all hope of marketing them in this way has been given up, and they are offered now to the German people. If peace should come this week, they could not be sold here or in Great Britain.

Our toy industry has grown rapidly, like the production here of the dyestuffs for which we formerly relied upon German manufacturers. We have gained something in the character of the goods, as well as in the addition to industrial output. Trade authorities say that the new American toys are more durable and ingenious than those which were "made in Germany." Many of them are designed to develop latent ability in the child. They give instruction in the useful arts, and in every way are more suitable for young Americans than those which formerly were brought from Europe. The new toy and dyestuffs industries have come to stay. They will survive and grow in the days of peace, when no blockade will prevent exports from the old sources of supply. Permanent loss of nearly all her foreign trade in dyes and toys will be part of Germany's punishment.

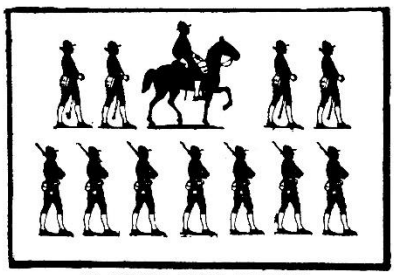


The Toy Soldier and Novelties Company, a new concern has possibly one he most complete and assorted lines of toy soldiers that has ever been shown in this sectio toy soldiers are manufactured at the plant here and are most attractive in design and color

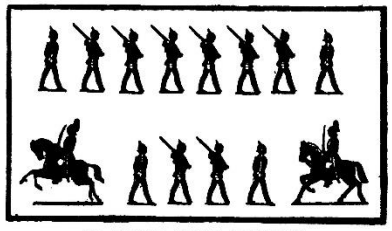
Toy Soldier and Novel- tractive boxes ready for the merchant big sellers for the coming the newest enterprise

This photograph shows a corner in a shop of one of our manufacturers. A number of different sets in boxes on display, army in battle formation on the table and some of the stock on the shelves. Manufacturers are not able to carry much stock on hand because most all their goods are sold in advance before they are finished.

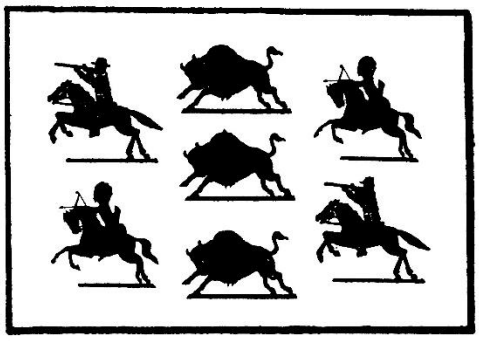
Some of these Sets in Paper Boxes



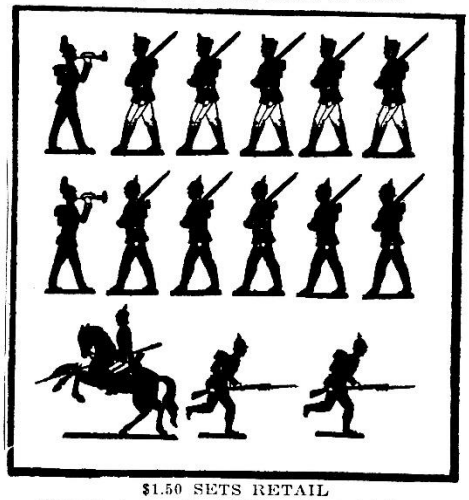
75 CENT SETS RETAIL
Manufacturing Cost Price, about 12 Cents



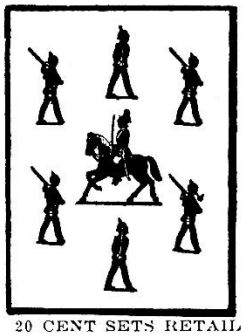
50 CENT SETS RETAIL
Manufacturing Cost Price, about 10 Cents



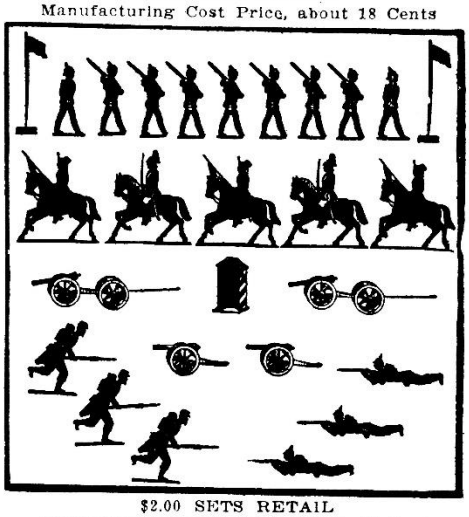
$1.00 SETS RETAIL
Manufacturing Cost Price, about 18 Cents



$1.50 SETS RETAIL
Manufacturing Cost Price, about 24 Cents



20 CENT SETS RETAIL
Manufacturing Cost Price, about 6 Cents



$2.00 SETS RETAIL
Manufacturing Cost Price, about 38 Cents

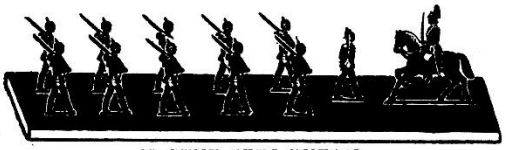
This is just one of many thousands of show windows arranged with Toy Soldiers, etc., from 25 cents upward. Store keepers know that this atraction is a great stimulant for their business. They have crowds all day around the show window. We don't know of any boy who could pass these windows without spending a good deal of his time to study the different formations.

DISPLAY SETS ON WOODEN BOARDS

50 CENT SETS RETAIL
Manufacturing Cost Price, about 12 Cents

50 CENT SETS RETAIL
Manufacturing Cost Price, about. 12 Cents

75 CENT SETS RETAIL
Manufacturing Cost Price, about 16 Cents



35 CENT SETS RETAIL
Manufacturing Cost Price, about 8 Cents

$1.00 SETS RETAIL
Manufacturing Cost Price, about 16 Cents

The latest idea in toy soldier sets. A hit right from the start creating a new line and enthusiastically welcomed by all dealers and the trade in general.

Thousands of different combinations can be arranged on small boards, ¼ inch to ¾ inch thick, cut in any size from 2 to 6 inches, to 6 x 18 inches or larger, painted in green or brown. Soldiers, etc., nailed with small tacks to the boards marching and parading. Just the right thing to meet the patriotic spirit sweeping our country. Orders are placed by the thousands and millions of Toy Soldiers are needed for these sets.

We buy soldiers loose, in bulk, plain or painted, as specified on page 5 in our booklet and we pay liberal prices for goods made up in sets. Toy soldiers will be the craze for years to come and to stay.

IMPORTANT FOR YOU — TO READ

You can see any of these Reports and Testimonials at our Office

Oct. 18—I have one of your forms and very much pleased with it. I made 102 soldiers on horse in 65 minutes and painted them in 40 minutes. J. W. F. in J.

Oct. 22—I received castingform O. K. and am very much pleased with them and am sending you an order for two more castingforms as following. H. L. in A.

Oct. 24—My trade is good, very busy now. I you ever want a man to work for you, one that likes the soldier business just drop me a line, I am one of them. N. B. in O.

Oct. 26—I am in receipt of the castingform outfit and find it does excellent work. Enclosed order for two other molds. C. A. W. in E.

Nov. 18—Received castingforms O. K., they are fine. I have found everything exactly as you stated, everything is simply fine. C. W. in P.

Nov. 22—I have made pretty good so far. I got an order from ——— for 864 boxes and have the order nearly all filled and yesterday he gave me an order for 1,152 of the large size. And I sold him 1,000 before and had four boys painting them. The order I got from him came to $169.38. G. C. in R.

Dec. 4—I can't keep up with my orders here this year. I have two molds and will have to get more. J. Q. in S.

Dec. 13—I have not been able to keep up with my orders here, have to turn people away as I cannot accommodate them. I certainly will go deeper into this, as it makes a very pleasant and profitable occupation on the side. J. Q. in S.

Dec. 16—Please send me number one, Infantry double castingform. Received the other all right, they are O. K. I got the castingform more to keep my boy off the street, he cast some and went canvassing and got a lot of orders for both kinds. Please send as soon as possible. Will send for more forms. L. G. in S.

Dec. 20—Please let me me know when you will have new patterns ready. I need more patterns badly. When I started a year ago to do this work only as a sideline, but since then I was able to build up the business on a larger scale working right along with 5 boys and I am using all the molds you have so far in the market. Since I gave up my position, I am able to pay more attention to this business, and lately turned out for about $200 worth of goods weekly. I have a number of firms taking all my output and for this reason I could not deliver any to you since a few months. Hoping to hear from you, etc., etc. S. in B.

Feb. 4—Castingform is real good and works clean. Received yesterday in the first three places, orders for 4,000 plain at 2½c. each. I expect a 20,000 order. M. H. in S.

Feb. 24—We have tried the number 5 and 11 castingforms and are just as well pleased with these as we were with the others we ordered from you. Thanking you for past courtesies. R. B. T. in W.

Mar. 14—Please do not delay, but ship at once as we have been looking for the source of these molds in the U. S. for over two years. W. B. in O.

April 28—Charlie form is very good and we have made about 5,000 of them since receiving the mold, they sell very good. R. E. L. in W.

May 5—I have first to fill an order for 5,000 number 1, 3,000 number 12. I had a chance to take orders for $500.00 and more here in S. C. T. in S.

May 8—I cannot praise these forms too highly. I can make 125 perfect castings in sixty minutes. J. W. in N.

June 14—I went out this morning taking orders. Not 15 minutes ago I took an order for 3,000 colored. Thanking you for showing me how to start in a profitable business, I remain, C. C. R. in C.

June 22—I received my castingform and it works tip top. I have eleven hundred ready to send you. G. E. P. in E.

July 5—I have received your castingform in good order and it works fine. I was surprised that they came out so perfectly and there is no trimming to be done. W. B. in M.

August 14—Business is good and I am very badly in need of the ordered forms. I like the work and feel that a great future is before me and wish to thank you for putting me next to this business. A. S. B. in C.

Aug. 14—As to selling you any of my product, will say that I cannot do it at present, as I have sale for all I can turn out. C. D. J. in S.

Nov. 20—Business is here A number one. Perfectly satisfied with start, selling to largest firms in B. A. S. in B.

Nov. 29—Outfit received. Work much finer than I expected. Will furnish you some of my output. B. D. M. in O.

Dec. 28—As I have a few moments, I will again talk business with your firm in reference to purchasing some more of your castingforms. I have done much better this year than last, and if I had made them up I would have sold more. G. C. S. in P.

Dec. 28—I wish to thank you for putting me on the toy business, for I have certainly made a great success of it. G. E. H. in P.

Jan. 9—I wish to thank you for your machine that I have purchased from you. I have done a splendid business with selling the soldiers. H. J. B. in N.

Jan. 20—I wish to say that I am at present taking orders and getting ready for the trade, and I will not be able to supply you with any soldiers whatever. Moulds are very satisfactory. S. P. in C.

April 1—Toy Soldier Manufacturing, N. Y.
Since the importation of toys has stopped we have started the manufacturing of German metal toys with great success. We confirm you that your castingforms which we have tried out are working satisfactorily, clean and clear. We make the finest sets for the whole market and our goods are welcome to all buyers. Making export orders for South America, Australia and also for England, we also know that since the starting of manufacturing of toys in U. S. A. the great chance in this line is given to American manufacturers.
Respectfully, Metal Toy Mfg. Co., New York.

Jan. 30—I will come down to New York at the very first chance and will get all the castingforms so that we will be able to make all of the sizes either for sets or separate.
The reason that I did not send you any soldiers before Christmas was because I did not have any to send and could have used several thousands more right here in E—— if I had had them. Let me give you just one case. A furniture dealer whom I know, laughed at me for saying that I believed there was money in the toy business. He had a big window in his store, in this window we placed a lot of soldiers on Tuesday. On Thursday night he was burning up the telephone to get more, but I did not have them. Now he wants to sell them all the time. Already other merchants here in E—— have given me orders for more, for next Christmas season, unsolicited.
In regards to the name, all the business I have done so far, I have been doing under the name of The Universal Manufacturing Co., but I will talk this over with you when I get down there.
Any orders that you may wish to send here, send them and we will fill them for I am going to stop all other work and devote all of my time to the toy business. Cl. P. Redding.

IMPORTANT FOR YOU TO READ

You can see any of these Reports and Testimonials in our Office

VERY IMPORTANT FOR YOU

to read these letters, if you want to get the right idea about this business, and if you are out for Business, Profit, Money and Future.

They tell you in a condensed form, the story of a well-paying business.

Each and every one a proof what a great business can be done.

WE ARE PLEASED TO SHOW THE ORIGINAL LETTERS.

too numerous to print all of them. Thousands and thousands are in Germany engaged in this business, there is no doubt that this business has a great future in our country. We will make proper arrangements in co-operation with our homeworkers to control the market here.

We guarantee these letters to be true copies of originals we have on hand and we furnish as a proof the original letters and many others containing the same expression of satisfaction. You may call or send anyone to have these letters in original inspected. These are not any letters received upon request, these are voluntary letters, we receive from new starters. We can show new reports, continually up to date.

I visited the toy stores personally to-day. I find they sell these toy soldiers very high, $1.00 per dozen. We shall be able to get more for them now. B. I. in B.

I have inquired in this matter and find that there is a demand for this toy. I have seen the largest toy dealer in this city and find they have a very expensive soldier selling as high as $1.50 per dozen. W. T. W. in B.

Enclosed you will find Money Order for which send me another castingform. I have had good success with the castingform. I have a small toy cannon that operates with a spring and discharges a small projectile. I want to make up a box of soldiers, then add a small cannon to the outfit, that makes a game of war for the boy, who will pit this army against his neighbor and he will naturally add more soldiers to his army from time to time—that gives us trade. J. H. D. in G.

Just a few lines to let you know I received your castingform in good order. It does all you say . . . You can use my name as reference in regards to castingforms. It is the best thing I ever saw. I am an old hand on toys, but you certainly got the best proposition I ever saw. I gladly allow you to use this letter as reference. I can make 100 per hour. J. C. in C.

Sept. 12—Now I am in the business entirely. I am turning down orders on soldiers. J. C. in C.

Sept. 14—I have received your castingform; ask you kindly to send me a few circulars with illustrations. I have a few orders. E. J. O. in C.

Sept. 15—Received your casting outfit and find it very satisfactory. I can easily make 100 soldiers an hour. I will have no trouble in selling them. A. J. R. in C.

Sept. 17—Please find enclosed M. O. for one more castingform. I am pleased with the last two. Ship as soon as possible as I have orders to fill. R. B. in R.

Sept. 18—I had just one sample and got an order for 29,000 and they want them right away, so please help me as quick as possible. A. J. R. in C.

Sept 25—We wish to state that the castingform you sent us is all that you people claim to be. If you wish you can use this little advice as a testimonial. J. C. Co. in M.

Sept. 26—The castingform received and I cast one hundred and twenty-five perfect forms of horse and soldiers in one hour. F. W. B. in W.

Oct. 23—Rush in orders compels me to get more forms. I am doing fine. The people go crazy over them. I wish all good luck. N. B. in O.

Oct. 29—Must have these forms at once or will lose trade. Just received more rush orders. Business good. E. S. in C.

Nov. 11—When I first got your form, I went out getting orders and I did not have to do much talking either, for I went to nine stores and every store I got an order for soldiers. I could not keep up with such a demand. F. J. O. in E.

Nov. 11—We are using your castingforms and are getting some large orders and will in the near future need more of those; we are puttinb about 40 people to work on these goods. National Toy Mfg. in A.

Nov. 12—Received the castingform all right. Have more orders for soldiers than I can handle. Can you sell me any soldiers, if so, what is your price? F. W. in S.

Nov. 16—Received your letter. I am now selling the soldiers faster than I can make them. F. K. in C.

Nov. 16—The last one you sent me certainly turns out beautiful work. W. F. in S.

Nov. 18—I am more than pleased with the castingform, would not part with it if I could not get another one in its place. W. H. in P.

Nov. 29—I hate to take the money they are offering me for the soldiers, it seems like stealing it, but I am going to take it all the same. Well, good luck to you for putting me in on this snap. C. R. R. in D.

Dec. 4—I have done remarkably well on the castingform that I have already purchased from you and look forward to more business. Logan, N. C. in P.

Dec. 4—I have many orders waiting. Hoping that you will give this your immediate attention as it means business to me. E. C. D. in W.

Dec. 14—Now my experience I have with the castingform, with which I have made quite a few dollars, I should advise you to do the advertising here as it will pay you, I am sure. The people who see them are crazy to have some. B. K. R. in Mt. V.

Dec. 22—My son, 10 years old, is getting 5c. apiece and made from Dec. 6 to Dec. 20, $50.00 profit. W. in B.

Dec. 25—I sold the first day 25 soldiers for one dollar, the second 200 soldiers, etc. J. J. in B.

Jan. 12—I made toy soldiers from one of your castingforms in my spare time and sold them as fast as I made. W. P. in S.

Jan. 12—I have been very successful with the one I received and I am building up a trade for myself and I have inquiries. I have taken your advice and sold direct to the stores and was very successful. J. D. in G.

Jan. 14—We are getting $30.00 per 1,000. J. C. in C.

Feb. 1—It is worth its weight in gold. Please ship the mold for casting infantry soldiers at once, as I expect to have orders in a few days. J. Q. in S.

Feb. 10—I have a fine job making soldiers. I have plenty of orders. They sell fast. You can tell the homeworkers that there is at least one live man in Oshkosh who likes the making of toy soldiers. N. B. in C.

Feb. 20—I received the toy soldier castingform in due time and I am very much pleased with it and I can see good business ahead for me. I. D. in A.

Feb. 26—I have good trade and enjoy making the soldiers. N. R. in O.

Mar. 6—I hope I will soon be able to send for another, they are certainly a fine thing and old as well as young are interested in them. F. D. in A.

June 29—The Buffalo Bill Form is good. Fine horse. Good seller. I am more than pleased with the castingform, all O. K. I could not find anything better for me. N. B. in O.

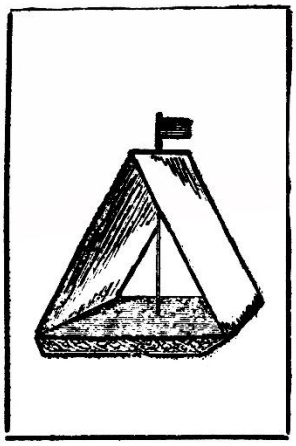
July 27—I sold at a very handsome profit, but I could not make enough to meet the demand, and ask you if you have other molds. J. G. in R.

Sept. 4—Received my castingform and have tried it. It's great, does all you claim. V. T. in P.

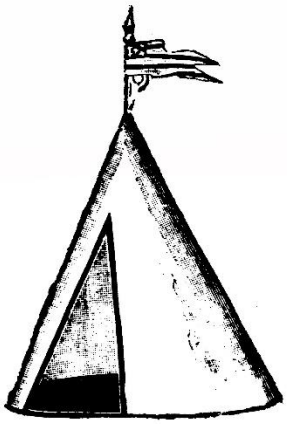
Sept. 8—I made up my orders and sold every one and have done fine and have more orders. Have an order from a store that never carried a toy, they have given me a good order. G. C. in R.

Oct. 4—I have some large orders and am depending on you to rush this order all possible. I have some men on the road soliciting orders and must have samples for them immediately. R. B. T. in Mc.

Oct. 4—I take great pleasure in stating that the mold is working to my entire satisfaction and turning out soldiers in fine condition. R. D. in B.

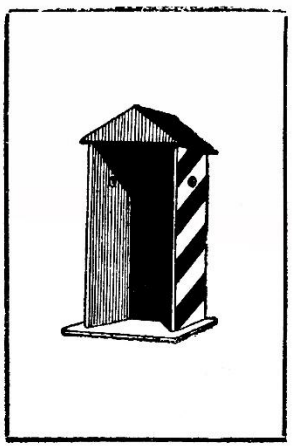


Flat Folding Tents

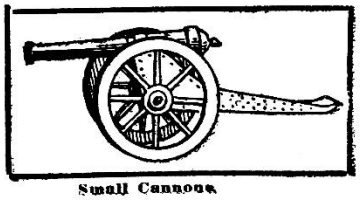


Regulation Tents

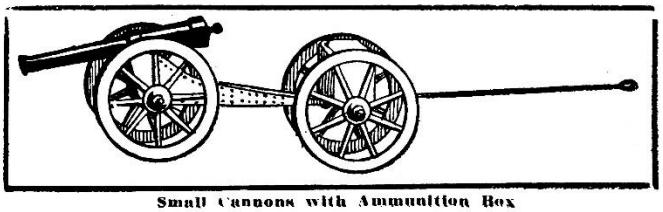
Flag Poles



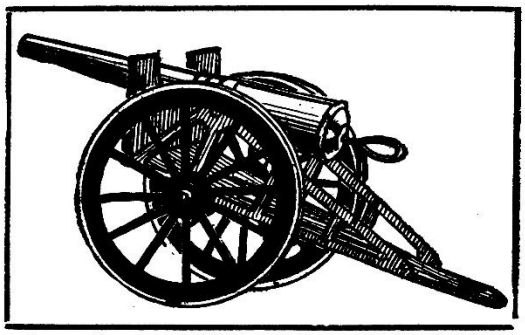
Guard Houses



Small Cannons



Small Cannons with Ammunition Box



Large Cannons with Front Armor Plate, Artillery Type Wheels and Spring Attachment

We are always in the market to buy and sell anything in the line of Flags, Tents, Guardhouses, Cannons, Forts, etc. We can also furnish for War Games and Sets, large Cannons 4½ inches long, 2 inches high with strong spring attachment to aim and shoot, front armor plate, artillery type wheels, painted steel gray.

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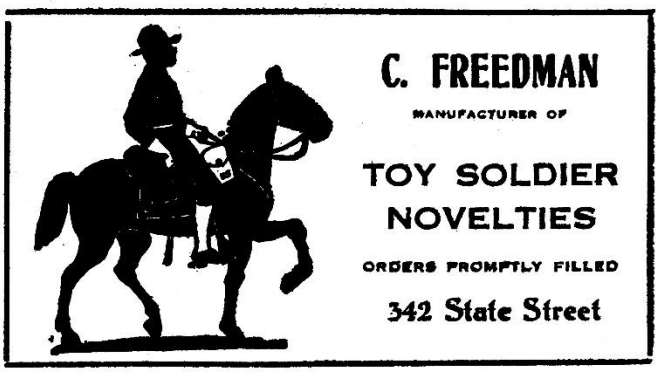
We are pleased to show you in how many hundreds of styles these soldiers can be arranged.

SAMPLES OF BUSINESS CARDS